How SmileDesk compares

We built SmileDesk because the existing options fell into two buckets: expensive Western EMRs that treat WhatsApp as an afterthought and Indian insurance as a puzzle, or clunky Indian tools built in the 2010s that never modernised. This sheet is how we compare on the things a small-to-medium Indian dental clinic actually feels day-to-day.

FEATURE	SmileDesk	Cliniify	DentalPro	Practo Ray
Starting price / year (per clinic)	₹7,999	?	?	~₹18,000+
Made in India	✓	✓	✓	✓
GST on core software	18%	18%	18%	18%
WhatsApp confirmations + reminders bundled	✓	add-on	add-on	add-on
Insurance-tracked payment split (pending vs settled)	✓	?	?	?
FDI odontogram with surface marks	✓	✓	✓	generic
Public booking widget for your website	✓	✓	?	via Practo profile
Custom subdomain / custom domain	✓	?	?	✗
Multi-branch	✓	✓	?	✓
Data location	India	India	India	India
Support channels	WhatsApp · email · phone	email · phone	email · phone	email · phone
One-click patient export (migration-ready)	✓	?	?	?

Cells marked "?" are features whose public documentation is either silent, ambiguous, or gated behind an enterprise-only tier that we could not access at the pub date on this sheet. We deliberately mark them unknown rather than a firm "no". Where a competitor treats a feature as a paid add-on rather than a bundled capability, we mark it as "add-on". Sources: each vendor's pricing page and product tour, checked on the edition date above.

What we built differently

Four deliberate choices behind the table on page one.



Insurance-tracked payments as a first-class thing

Most tools treat an insurance claim like a private note stapled to an invoice. We treat it as its own settlement line, tracked from "expected" to "received", per insurer, with a chase queue built in. A cash-in-hand of ₹200 and a pending ₹1,800 claim from Star Health stop looking like a "₹2,000 problem" — you can see exactly what has landed and what has not, per invoice and per insurer, and act on the chase list the same way you act on your calendar.



WhatsApp bundled, not billed as an add-on

Confirmations, 24-hour reminders and the invoice PDF go out via WhatsApp on every plan. There is no separate WhatsApp subscription, no per-message meter, and no monthly bundle cap — every plan includes unlimited outbound WhatsApp so a busy Monday never becomes a bill surprise. The gateway is our own Pulse system, so a delivery failure is our problem to debug, not a third-party support ticket.



GST-exempt correctness

Dental services are GST-exempt in India. Almost every generic clinic tool still has GST fields on the invoice — either wrong, or something the receptionist has to remember to zero out. SmileDesk has no GST math on the clinical invoice. The medical store module tracks stock only (no GST invoicing) because that is what most Indian dental clinics actually need. If you resell items over-the-counter and need GST billing, we will tell you honestly — this is not the tool for that.



DPDP-first, with your data on Indian soil

Every patient row, every clinical note, every WhatsApp log lives on servers inside India. Access is role-scoped down to per-capability granularity; deactivating a staff account force-logs them out of every device within seconds. You can export your entire patient database as XLSX from the admin screen — no support ticket, no delay, no penalty — because your data is yours, not ours to hold hostage.



Generated 06/11/2026. Comparison based on public documentation as of the edition date. Every SmileDesk claim on this sheet is a feature in the shipped product; every competitor claim is checked against the vendor's public site and marked "?" where documentation is silent, ambiguous, or gated. If you spot an inaccuracy, please email us — we correct these on every deploy.